

# Montana WIC

Nutrition Program for Women, Infants and Children



Montana WIC Program  
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## WIC – Building Healthy & Strong Families

### MEMORANDUM

To: WIC Authorized Retailers

From: Carrie Reynolds – Retail Services

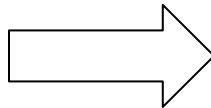
Date: July 19, 2012

Subject: WIC soy-based infant formula

The Montana WIC Program will be entering into a new infant formula contract on October 1, 2012. Our old contract is expiring and a new contract was awarded through a bid process. Montana WIC participates with a number of other states in the Western States Contracting Alliance (WSCA). As a state with a small population, we don't have a lot of clout for being offered a good rebate on infant formula. By joining with a number of other states, we become a very large group and can be offered a better rebate. WIC uses the money to serve more participants.

The Montana WIC Program will provide **Enfamil ProSobee** soy-based infant formula from Mead Johnson **instead of Similac Soy Isomil** from Abbott. The milk-based required WIC formulas will remain as Similac Advance and Similac Sensitive. Effective October 1, 2012 minimum Stocking Requirements will be as follows, with the understanding that retailers must have the following items in stock at all times in sufficient quantities to meet WIC participant demand.

<b>Infant Formula</b> Powdered format required in size specified Similac Advance – 12.4 oz. and Similac Sensitive – 12.6 oz. and Enfamil ProSobee – 12.9 oz.	6 cans of each variety
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All WIC retailers are required to have the Enfamil ProSobee formula in stock by the October 1, 2012 implementation date. During the transition month of October, some WIC benefits will list Similac Soy Isomil and some will list Enfamil ProSobee. As always, WIC benefits may only be redeemed for the formula size, brand and type listed on the benefit.

The Infant Formula Distribution List and stocking requirements will be updated to reflect the changes and will be posted on the Retail page of the WIC website <http://wic.mt.gov>. Updated copies will also be included in a future mailing.

(over)

The August price survey will include the Enfamil ProSobee infant formula in 12.9 oz powdered, 13 oz concentrate and 32 oz ready-to-feed and the UPC codes can be found in the following table.

Enfamil Prosobee Infant Formula		
Product Name	Size	UPC Code
		
Enfamil ProSobee LIPIL Formula Powder	12.9 OZ CAN	300871214415
Enfamil ProSobee Formula Concentrate	13 OZ CAN	300871195417
Enfamil ProSobee LIPIL Formula R-T-F	32 OZ CAN	300870309747

If you have any questions about this transition, please call (406) 444-4746 or 1800-433-4298 option 2.

Thank you for your participation in the Montana WIC Program!